

## Success and marking criteria

Self/peer assessment checklist – use this table to ensure you have all the relevant information needed.		Met	Not met	Comments
<b>Internet</b>	Material collected is relevant and useful.			
	A range of material is collected.			
	A clear description and explanation of the hotel. package is provided.			
	The hotel is identified and described in sufficient detail.			
	Explanation of the type of customer is given.			
	The type of promotion is discussed.			
	Referencing is used.			
<b>Radio or T.V.</b>	Material collected is relevant and useful.			
	A range of material is collected.			
	A clear description and explanation of the hotel. package is provided.			
	The hotel is identified and described in sufficient detail.			
	Explanation of the type of customer is given.			
	The type of promotion is discussed.			
	Referencing is used.			
<b>Magazine</b>	Material collected is relevant and useful.			
	A range of material is collected.			
	A clear description and explanation of the hotel. package is provided.			
	The hotel is identified and described in sufficient detail.			
	Explanation of the type of customer is given.			
	The type of promotion is discussed.			
	Referencing is used			
<b>Newspaper</b>	Material collected is relevant and useful.			
	A range of material is collected.			
	A clear description and explanation of the hotel. package is provided.			
	The hotel is identified and described in sufficient detail.			
	Explanation of the type of customer is given.			
	The type of promotion is discussed.			
	Referencing is used.			

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<b>Hotel package (1)</b>	A clear description of the hotel is given.			
	A brief description of where the hotel is in the World is given.			
	A clear explanation of what the package is and what it involves is given.			
	Referencing is used.			
<b>Hotel package (2)</b>	A clear description of the hotel is given.			
	A brief description of where the hotel is in the World is given.			
	A clear explanation of what the package is and what it involves is given.			
	Referencing is used.			
<b>Your Package</b>	Explanation of time of year or special event is identified			
	The package is designed giving a clear indication of what it is advertising			
	There is evidence of who the package is targeting.			
	There is a breakdown of the costs involved and how the price was put together			
	Time/day limit on the package.			
	How the package has been linked with other deals e.g. spa, tour.			